

Radio - "S-Word" :30 General Market PSA

ADULT: It's hard to talk to your kids about the s-word. Cause they're too young to think about bedroom activities. So, you try to limit their exposure to adult behavior. But there's *birds and bees stuff* everywhere.

KID: We know the s-word makes you uncomfortable. But you've gotta talk to us about sex. You don't have to be explicit. Just tell us how you feel. Tell us you want us to wait to...do that stuff. For help starting the conversation, visit 4parents.gov.

KID: Brought to you by the U.S. Department of Health and Human Services and this station.